

Arizona County Lodging Indicators: June 2007

	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	This month	% change*	This month	% change*	This month	% change*	This month	% change*	This month	% change*
<u>County</u>										
Apache County	70.6%	5.4%	\$75.47	4.0%	\$53.30	9.6%	21,018	7.0%	29,760	1.5%
Cochise County	73.6%	14.5%	\$62.99	11.6%	\$46.35	27.7%	59,644	24.5%	81,060	8.8%
Coconino County	85.3%	5.6%	\$90.97	3.6%	\$77.61	9.4%	269,766	5.6%	316,200	0.0%
Gila County	79.1%	14.1%	\$75.20	10.9%	\$59.45	26.5%	25,494	14.1%	32,250	0.0%
Graham County	80.0%	7.1%	\$71.40	10.2%	\$57.12	18.0%	9,072	7.1%	11,340	0.0%
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	61.8%	-1.7%	\$89.73	4.9%	\$55.50	3.2%	947,563	-1.1%	1,532,130	0.5%
Mohave County	61.6%	-2.2%	\$72.99	3.7%	\$45.00	1.4%	78,528	-2.4%	127,380	-0.2%
Navajo County	74.7%	6.9%	\$67.25	3.6%	\$50.24	10.7%	72,611	6.8%	97,200	0.0%
Pima County	63.5%	5.1%	\$79.66	8.4%	\$50.62	14.0%	287,653	3.2%	452,730	-1.9%
Pinal County	58.7%	-2.8%	\$63.45	2.6%	\$37.22	-0.3%	25,620	0.3%	43,680	3.2%
Santa Cruz County	68.8%	0.7%	\$70.71	7.5%	\$48.67	8.4%	19,803	0.8%	28,770	0.0%
Yavapai County	75.1%	5.2%	\$121.53	12.4%	\$91.25	18.3%	101,751	5.2%	135,510	0.0%
Yuma County	56.2%	-9.4%	\$69.48	7.7%	\$39.04	-2.4%	46,507	-6.3%	82,770	3.4%

	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	YTD	% change*	YTD	% change*	YTD	% change*	YTD	% change*	YTD	% change*
<u>County</u>										
Apache County	58.3%	5.0%	\$68.79	7.0%	\$40.10	12.4%	104,650	6.6%	179,552	1.5%
Cochise County	78.3%	9.8%	\$62.82	8.9%	\$49.18	19.6%	362,234	11.3%	462,711	1.3%
Coconino County	61.0%	1.2%	\$79.17	6.8%	\$48.28	8.0%	1,139,326	1.3%	1,868,063	0.2%
Gila County	74.3%	10.9%	\$68.79	8.9%	\$51.14	20.8%	144,649	10.9%	194,575	0.0%
Graham County	82.1%	11.5%	\$70.98	10.7%	\$58.27	23.5%	56,164	11.6%	68,418	0.0%
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	73.9%	-0.8%	\$134.97	7.8%	\$99.80	6.9%	6,834,076	-1.6%	9,242,238	-0.8%
Mohave County	59.8%	-4.2%	\$73.68	6.5%	\$44.05	2.0%	459,477	-3.5%	768,526	0.8%
Navajo County	61.3%	7.0%	\$59.72	3.8%	\$36.60	11.0%	359,431	7.0%	586,440	0.0%
Pima County	72.7%	-0.1%	\$111.26	9.0%	\$80.90	8.9%	1,997,446	-2.0%	2,747,024	-1.8%
Pinal County	72.0%	0.1%	\$81.59	5.0%	\$58.72	5.1%	189,666	3.3%	263,536	3.2%
Santa Cruz County	74.7%	1.5%	\$72.57	10.1%	\$54.20	11.6%	129,631	6.2%	173,579	4.7%
Yavapai County	69.1%	-1.0%	\$120.71	9.6%	\$83.44	8.4%	564,895	-0.7%	817,157	0.3%
Yuma County	73.4%	-1.5%	\$79.55	9.1%	\$58.40	7.6%	360,666	0.2%	491,279	1.7%

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.